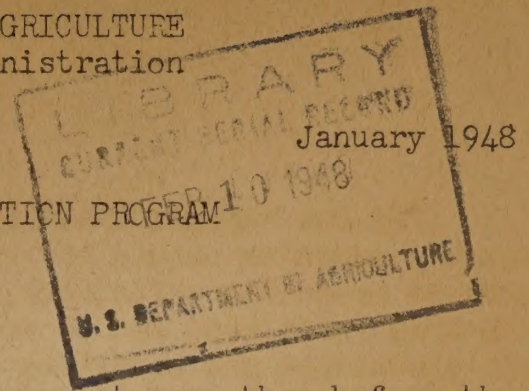


1956  
A2 Ag 82  
Cop. 2

UNITED STATES DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration

For Agricultural Conservation Committee Use



THE 1948 AGRICULTURAL CONSERVATION PROGRAM

.....  
THE CHALLENGE

United States farms are producing nearly 40 percent more than before the war. United States people are eating better — about 18 percent more food per capita than prewar. War-devastated countries need food and our export program has not lagged.

Farmers must keep on producing. Population in this country is increasing. More people will need more food. Foreign demand undoubtedly will continue for several years. When this demand declines we must be ready to make necessary adjustments.

There are three big problems to solve: (1) Price supports — the Steagall period ends December 31, 1948; (2) Soil conservation — our losses still exceed our gains; (3) Efficient marketing — the marketing process must be adequate and efficient to serve both the producer and consumer.

PMA must be ready to provide relief for acute farm problems and to carry on regular services and progressive measures to maintain the vigor of farm enterprise.

The importance of farmer influence in PMA operations cannot be over-emphasized. Through the farmer-elected community and county committees, the farmers of the United States can and do voice a grass roots opinion of what and how things can and should be done. ...Once a decision is made, these same committeemen carry out programs which reach out to the individual farms of the country. When the history of this whole period in agricultural development is finally written, I personally think that the committee system, the AAA plan as we know it, will stand out as the most significant development of all. — JESSE B. GILMER, Administrator.

THE JOB

It is an urgent job that we have before us. In the first place, we must tell everybody about our program, and when we tell about our program we should brag about it and not apologize for it. We should be proud to be cooperating in this program of conservation of our soil resources, and we must do the very best job that we can. We must use the money that we have for payments to obtain the greatest amount of conservation possible. We haven't enough to go around as it is, and certainly none of it must be spent on practices that will be carried out without this help. Not only must we make payments to get the most conservation, but we must make payments on the practices that are most urgently needed. Perhaps we can catch up on this entire job some day, but we should certainly work on the most critical parts of it first.

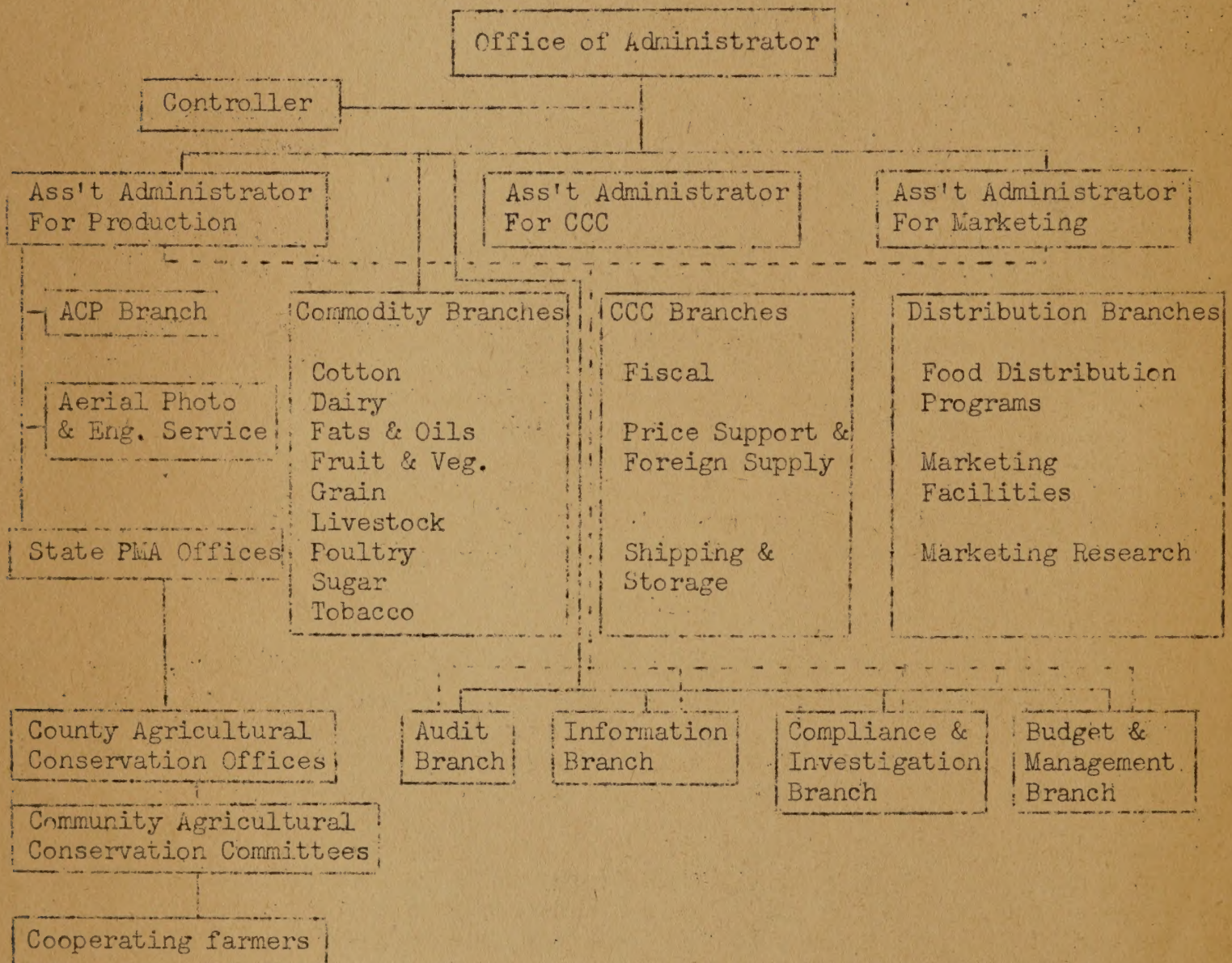
You State and County and Community Committeemen are really the custodians of our soil and water resources. You have been given money to be used as a tool in protecting and rebuilding these resources. We expect that you will render a good account of your stewardship and prove, as we know you will, that the country was justified in entrusting you with this program. We can do this by doing the best job possible with the limited facilities available. — DAVE DAVIDSON, Assistant Administrator for Production.



## PMA — WHAT IT IS

PMA was organized in the summer of 1945. It was a consolidation of several separate agencies within the U. S. Department of Agriculture. This was done to increase operating efficiency, to obtain over-all coordination of production and marketing functions, and to provide for greater reflection of farmer thinking on both production and marketing programs. The consolidation makes it possible for the recommendations of farmers to have a place in the planning and development of marketing programs just as in production programs. The farmer-elected committees are a part of PMA.

### The Organization



PMA has 9 commodity branches, 3 functional branches, 5 staff branches and 50 State and Insular Offices. In addition there are 2,988 County Agricultural Conservation Offices and 34,134 Community Conservation Committees. The administrative and operational machinery of CCC is a part of PMA. The Administrator of PMA is also President of CCC.



## PMA -- WHAT IT DOES

PMA administers the Agricultural Conservation Program and all other PMA programs which deal directly with farmers through State, county, and community farmer committees. The conservation program is based on voluntary farmer effort to protect the Nation's soil from erosion, to restore and maintain the productivity of the land, and to obtain more efficient use of the Nation's supplies of water in areas where irrigation and drainage are necessary to production. It is the Nation's primary and direct effort to assure current and continued food and fiber production.

PMA and CCC conduct price support activities for many farm crops.

The nine commodity branches are responsible for all phases of PMA commodity assignments. As safeguards all along the lines of production and marketing, the commodity branches all include regulatory and inspection services in accordance with specific acts of Congress.

Men with technical and administrative abilities are employed, wherever they are needed in planning and carrying out programs of the commodity branches.

The work of the branches extends to field offices, State offices, research laboratories, markets, warehouses, and processing plants throughout the country. In this way current production and marketing factors are blended into the programs all the way from the farm to the consumer.

A list of programs and functions under PMA includes:

- The Agricultural Conservation Program
- Sugar Program
- Price Supports -- loans and purchases
- Production Goals
- Marketing Quotas
- Marketing Agreements and Orders
- Foreign Supply Programs
- School Lunch Program
- Market News -- Grain, Livestock, Tobacco, Fruits, Vegetables,  
Hay, Feed, etc.
- Direct Distribution -- outlets through State and Federal institutions  
for foods purchased to prevent waste and  
support prices
- Marketing Abundant Foods -- cooperation with trade
- Transportation Facilities for Agricultural Commodities
- Shipping and Storage of Agricultural Commodities
- Allocation and Distribution
- Compliance and Investigation
- Marketing Research
- Standardization, Inspection, and Grading of Agricultural Commodities
- Administration of a number of regulatory laws including Packers and  
Stockyards Act, the Perishable Agricultural Commodities  
Act, the Sugar Act, the Standard Container Acts, the  
Warehouse Act, and the Insecticide, Fungicide, and  
Rodenticide Act.



# 1948 AGRICULTURAL CONSERVATION PROGRAM

	<u>National</u>	<u>State</u>
FUNDS .....	For 1948 ..... \$150,000,000*	1948 ..... _____
	For 1947 ..... 260,563,000	1947 ..... _____
	For 1946 ..... 312,500,000**	1946 ..... _____

\* Authorized

\*\* Includes 12½ million for seed payments

LIMITATIONS ..... Assistance to any one individual in 1948 is not to exceed \$500; previous individual limit was \$10,000.

LOCAL PRACTICES .. (1) Authority for selecting a local practice continues for 1948, but 10 percent limit on funds is removed. The practice selected must be one not included in the National Outline and must not include seeding of grasses and legumes.

(2) One special practice included in the national list of practices but not included in the State Handbook also may be selected.

ADMINISTRATION .... From Washington by PMA — Dave Davidson, Assistant Administrator for Production — through the Agricultural Conservation Programs Branch — Albert "Al" J. Loveland, Director.  
State — State PMA Committee. County — County Agricultural Conservation Committee. Community — Community Agricultural Conservation Committee.

ASSISTANCE ..... General policy is to limit assistance to about half the "out of pocket" cost of carrying out the conservation practice. Assistance is in form of payments, materials, and services. County Committee determines how and where county allocation of funds is to be used to obtain most conservation for each dollar spent.

Purchase orders through authorized suppliers may be used to obtain conservation materials and services.

Increase in small payments — same as in the past.

PRACTICES ..... States may select most needed practices from a national list of more than 50 practices which may be approved for payment when carried out according to specifications.



WHY ACP?

1. The Agricultural Conservation program, administered by farmer committees, provides assistance to farmers in carrying out soil and water conservation practices.
2. Direct assistance to farmers to help them carry out conservation practices is a public investment as are public expenditures for education and for technical assistance to farmers. Assistance to farmers under ACP is a direct and positive means to make the work of educational, extension, and other institutions more effective.
3. The three basic methods of getting the conservation done, each of them playing an important part in getting results, are:
  1. Tell them — bulletins, press releases, radio programs, and meetings.
  2. Show them — demonstrations and pilot farms.
  3. Help them — direct assistance to the individual farmer to help him carry out the needed conservation on his own farm.
4. Conservation under the program means using the land to insure continued needed production of food and fiber. It means better use of the land — using the land to produce the needed abundance, with a minimum of erosion and depletion.
5. There is only so much cropland. With an increasing population the acres per person become less. Twenty-five years ago there were  $3\frac{1}{4}$  acres of cropland per person. Today there are less than  $2\frac{1}{2}$  acres. We are losing about  $\frac{1}{2}$  million acres of cropland each year.
6. Erosion is much more expensive than conservation. Unless checked erosion and depletion would cut production and yields. Lower production would mean higher prices and lower living standards. Eventually it would mean ruin. The public pays for erosion.
7. ACP draws on the special training of the various units of the U. S. Department of Agriculture, Land Grant Colleges, Experiment Stations, Extension Services, State Departments of Agriculture in setting up each year's program. A State technical Committee made up of representatives of each of these and other groups screen and adapt all practices to help farmers conserve soil and water on their farms.
8. The financial assistance offered by the Agricultural Conservation Program helps farmers to get started on most needed conservation jobs. Help is needed because many farmers cannot afford to carry out needed conservation practices. Most farmers have gross — not net — annual incomes of less than \$1,000. Much farm land is operated by tenants with short term leases. Many operators are concerned only with what they can get off the land in the few years they intend to farm it. Much land is a part of unsettled estates with heirs concerned only with immediate returns. The positive, direct, and effective action of the Agricultural Conservation Program furnishes the needed incentive to farmers to conserve their soil to assure food production now and in the future.



# 1948 PRODUCTION GOALS

\*\*\*Goals for 1948 submitted for State consideration on November 21, 1947 seek a total of 356 million acres; 296 million are for cultivated crops and the balance for hay. This exceeds indicated actual acreages for 1947 by about 9 million acres.

\*\*\*Underlying the continuing high goals is the world need for food and this country's own high domestic-consumption requirements. Today, more than ever, U. S. farm production is a key factor in world recovery.

\*\*\*This large production means a heavy drain on our already-strained soil resources. Farmers are urged to take all possible precautions to guard against irreparable damage to the land.

\*\*\*Goals for feed grains -- corn, oats, barley, and sorghums for grain -- include margin to provide for some shift as between wheat and other grains, since unpredictable factors such as weather, may prevent reaching the full wheat acreage goal.

----- 1948 GOALS WITH COMPARISONS -----					
Crops	: Actual Planted Acres		: Goal	: % 1948 Goal is of:	
	: 1937-41	:	: 1948	: 1937-41	: 1947
	: Average	: 1947	: Suggested:	: Average	:
-- T h o u s a n d s --			- P e r c e n t -		
Corn	91,763	86,168	92,120	100	107
Sorghums, excl. sirup	17,095	11,538	16,000	94	139
Soybeans for beans 1/	4,126	11,125	10,800	262	97
Peanuts, alone	2,363	4,156	2/ 2,359	100	57
Cotton, July 1	26,358	21,387	22,000	83	103
Tobacco 1/	1,614	1,875	3/ 1,552	96	83
Sugarcane, excl. sirup 1/	291	322	4/ 320	110	99
Sugar beets	912	966	4/ 966	106	100
Potatoes, Irish	2,913	2,146.6	5/ 2,352	81	110
Sweetpotatoes	737	617.5	3/ 651	88	105
Beans, Dry edible	1,975	1,839	2,184	111	119
Peas, Dry edible	286	551	507	177	92
Truck crops					
For processing	1,496	1,977	3/ 2,004	134	101
Fresh market 1/	1,725	1,844	3/ 1,866	108	101
Intertilled Crops	153,654	146,512.1	155,681	101	106
Oats 6/	39,715	42,501	43,670	110	103
Barley 6/	14,315	12,030	12,786	89	106
Wheat, all	69,425	77,947	5/ 75,095	108	96
Flaxseed	2,305	4,157	4,300	187	103
Rice	1,118	1,687	1,625	146	96
Rye 1/	3,702	2,022	5/ 2,458	66	122
Close-growing Crops	130,580	140,344	139,934	107	100
Tame hay, all	57,849	60,691	60,339	104	99
Total	342,083	347,547	355,954	104	102.4